You Know You Want to Read This... Communicating Effectively in Tech Support

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WHO IS THIS GUY?
NEVER “HERD” OF BUCKNELL?
NEVER “HERD” OF BUCKNELL?

- Founded 1846 in Lewisburg, PA
- Private liberal arts institution (Approx. 3500 undergrads, 350 faculty, 800 staff)
  - Colleges of Liberal Arts and Sciences, Engineering, and Management
- 30% acceptance rate
- $67,000/year
- NCAA Division I Athletics
LIBRARY AND INFORMATION TECHNOLOGY

- Merged organization since 1997
- Approximately 85 employees
- 12 workgroups
WHO ARE YOU?

• Geographic location?
• Institution Size?
• Public or private?
• Communication role?
WHAT IS GOOD COMMUNICATION?

• Clear and concise
• Relevant and meaningful
• Timely
• Respectful
• Establishes rapport
WHAT WE THINK ABOUT

• What are we doing?
• What do clients need to know?
• Which clients need to know?
• How do we tell them?
• When do we tell them?
• How do we make it memorable?
WHAT ARE WE DOING?
(WE START BY LISTENING)

• Internally
  – Connect and collaborate
  – Understand

• Externally
  – Technology Liaison Program
  – Advisory and focus groups
WHAT DO CLIENTS NEED TO KNOW?

• Relevancy
  – Noticed, or non-event?
  – Benefit? Opportunity for PR
  – Inconvenience?

• Priorities
  – Everything can’t be important
WHICH CLIENTS NEED TO KNOW?

• Easy to blast large audiences with messages
  – Problem: You make them work
  – Bigger Problem: You get tuned out
• Target your communication
HOW DO WE TELL THEM?

• Dependent on campus culture and audience
  – Email, Message Center, Outage and Alerts status page
  – Blog, Twitter, Facebook (secondary)
• Whatever process you follow, be consistent!
WHEN DO WE TELL THEM?

• Timing is everything
• Appropriate notice
  – Too much? Forgotten
  – Not enough? Inconvenience
• Communication calendar
• Resist the temptation to over communicate
HOW DO WE MAKE IT MEMORABLE?

• Dry and formal = skim reading
• Make your message…
  – Brief
  – Easy to read
  – Easy to understand
  – Unconventional
Starting this school year, Bucknell University is leveraging a service called OpenDNS which will help prevent phishing and malware from being successful on campus. OpenDNS leverages the domain name system for resolving common websites such as www.somewhere.com to an IP address. As over 90% of malware and phishing attacks require DNS to work, blocking these requests through this method provides one of the best opportunities to prevent the compromise of credentials or the installation of malware including the much discussed ransomware that has become mainstream news.
One of our goals at Library and IT is to keep you safe and secure--at least, electronically speaking. In an effort to do that better, we are leveraging a service called OpenDNS.

What does OpenDNS do? Quite simply, the intent is to block you from accessing places on the Internet from campus that are known to be dangerous.

Dangerous in what way? Phishing sites, malware sites, ransomware sites. They are all out there and becoming more and more prevalent. OpenDNS monitors this activity and updates their “blacklist” of websites constantly, preventing you from accidentally dropping in…
EXAMPLE #2 - CREATIVITY

Yesterday the United States celebrated its 240\textsuperscript{th} birthday! Threats back in those early days were pretty easy to spot (i.e., they wore red coats). Today, however, cyber security threats are much harder to detect.

Enter "Ransomware." It is a very real and extremely fast growing threat we all need to be informed about…
EXAMPLE #3 - CREATIVITY

October brings with it cooler temperatures, beautiful color, and National Cyber Security Awareness Month!

Yes, in the technology world October is a time of online reflection where one contemplates, "What's the worst that can happen?" as we conveniently connect to WiFi wherever we may be with our multiple devices for both work and play.

Throughout the month we will use the Message Center to share information about precautions you can take to protect yourself online. We invite you to learn "What IS the worst that can happen?" if you aren't careful out there.

Yours in security…
Independence is pretty cool. I mean, the United States celebrated 241 years of it this week. Somewhat related, you too will enjoy more independence as an incoming first-year student once you arrive at Bucknell.

Of course, with the freedom of independence comes the burden of responsibility. That's just the way it goes, and you must be prepared.

Now that you have been issued a Bucknell University account--complete with your own username and password--it's time to have "the talk..."
All of you received an email this morning informing you that your Bucknell account access would be terminated as of April 15, 2015.

We could play it off as an early April Fool's Day joke. We could even go so far as to fabricate an ugly post-Valentine's Day breakup, where we're taking what account access we came into the relationship with and leaving you with only Bmail.

The truth is there was a rare occurrence we refer to as a "technical glitch," erroneously sending that message out to all of you. It was a mistake. We want to continue our relationship, complete with all of your Bucknell account access privileges—until graduation do us part…
IN THE END...

They may forget what you said — but they will never forget how you made them feel.

~Carl W. Buehner
QUESTIONS?

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